Contract Agreement Between:

CONTRACT

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000
WLWT-TV/DT CINCINNATI
www.wlwt.com

And:

Strategic Media Placement OH
7669 Stagers Loop
Delaware, OH 43015

Contract / Revision	Alt Order #
965750 /	

Product
tv

Contract Dates	Estimate #	
10/21/12 - 10/29/12	2997	

Advertiser	Original Date / Revision
Checks & Balances	10/19/12 / 10/19/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WLWT	Bob Sommerkamp	Cincinnati

Special Handling

Demographic
Adults 25-54

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WLWT	10/22/12	10/29/12	NBC Today Show	7-9a		:30			NM	6	$9,000.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/22/12	10/28/12	11111--	5	$1,500.00							
Week:	10/29/12	11/04/12	1------	1	$1,500.00							
N 2	WLWT	10/22/12	10/29/12	6-630p M-F news	6-630p		:30			NM	6	$7,200.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/22/12	10/28/12	11111--	5	$1,200.00							
Week:	10/29/12	11/04/12	1------	1	$1,200.00							
N 3	WLWT	10/23/12	10/25/12	NBC Nightly News	630-730p		:30			NM	3	$9,000.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/22/12	10/28/12	-111---	3	$3,000.00							
N 4	WLWT	10/22/12	10/29/12	11-1135p M-Su	11-1135p		:30			NM	4	$6,800.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/22/12	10/28/12	11-1---	3	$1,700.00							
Week:	10/29/12	11/04/12	1------	1	$1,700.00							
N 5	WLWT	10/21/12	10/28/12	Late News after NFL	Late News		:30			NM	2	$3,400.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/15/12	10/21/12	------S	1	$1,700.00							
Week:	10/22/12	10/28/12	--WT--S	1	$1,700.00							
N 6	WLWT	10/21/12	10/28/12	Sa/su7-8a news	Sa/su7-8a		:30			NM	2	$1,600.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/15/12	10/21/12	------S	1	$800.00							
Week:	10/22/12	10/28/12	------S	1	$800.00							
N 7	WLWT	10/27/12	10/27/12	NBC Saturday Today	Sa8-10a		:30			NM	2	$3,200.00
Class of Time - Pre-emptible with notice												

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

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WLWT
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Cincinnati, OH 45202
(513)412-5000

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965750 /	

Contract Dates	Product	Estimate #
10/21/12 - 10/29/12	tv	**2997**

Advertiser	Original Date / Revision
Checks & Balances	10/19/12 / 10/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/22/12	10/28/12	-----S-	2	$1,600.00						
N	8	WLWT 10/27/12	10/27/12	Sa 10-11a News	Sa 10-11a		:30			NM	2	$1,400.00
		Class of Time - Pre-emptible with notice										
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/22/12	10/28/12	-----S-	2	$700.00						
N	9	WLWT 10/21/12	10/28/12	NBC MEET THE PRESS	NBC MEET THE P		:30			NM	2	$4,000.00
		Class of Time - Pre-emptible with notice										
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/15/12	10/21/12	------S	1	$2,000.00						
Week:		10/22/12	10/28/12	------S	1	$2,000.00						
									Totals		29	$45,600.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	26	$41,200.00	$35,020.00
10/29/12 - 10/29/12	3	$4,400.00	$3,740.00
Totals	29	$45,600.00	$38,760.00

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date

I, GREG PHELPS
do hereby request station time concerning the following issue:

CHECKS AND BALANCES FOR ECONOMIC GROWTH

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by:_____

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☑ Yes ☐ No

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For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

CHECKS AND BALANCES FOR ECONOMIC GROWTH 1747 PENNSYLVANIA AVE NW #1000 WASHINGTON, DC 20006

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ **a corporation;** ☑ **a committee;** ☐ **an association;** ☐ **or other unincorporated group.**

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER

10/15/12		
Date	Signature	Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ **Accepted** ☐ **Accepted in Part** ☐ **Rejected**

Signature	Printed Name	Title

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AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

(1) actual air time and charges for each spot;

(2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and

(3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

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